

ABSTRACT

An interactive system and method is disclosed for providing wallpaper or screen saver images for display on the background of a personal computer visual display. Wallpaper (or screen saver) images may be conveniently located by a consumer and downloaded from a wallpaper web site for use on the desktop of the consumer's personal computer. A clickable icon is incorporated into the wallpaper image or overlaid on the wallpaper image. When the icon is clicked on using a mouse, or otherwise activated by the consumer, the consumer's personal computer is automatically connected to a predetermined location on the Internet. Furthermore, sponsors may market their goods or services to consumers by paying a fee to have their clickable icons or advertisements incorporated into or overlaid on the wallpaper images. By clicking on the clickable icons or advertisements, the consumer is automatically connected to the sponsor's web site. In addition, a number of web sites may be affiliated with the wallpaper site, and consumers who subscribe to the wallpaper site may be able to conveniently purchase products or services from these affiliated sites by merely clicking on one or more pop-up buttons, or the like, after necessary consumer information has been given to the wallpaper web site.